



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Contract # 198026

Schedule Dates 10/06/12-10/09/12

Last Modified 10/05/12

Entered By Susan Petro

Advertiser Romney/P/R (15707)

Agency American Rambler Production (5128)

Product Political-Political (1088)

Brand Romney for President (67445)

Salesperson Petro, Susan (1110)

WJLA - Core Team

Kincaid,Stephanie

(202) 567-6193 /

ROMNEY/US PRESIDENT /ADD 10/6-10/9/12

Account Types Local/Political Candidate Agency

Billing Type Standard

Comments

Date Entered 10/05/12
Last Modified 10/05/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,170.00
Net Total \$40,630.00
Sales Tax

WJLA Arlington (WJLA)		
By Broadcast Month	Spots	Rate
Oct. 2012	19	\$47,800.00
Grand Total:	19	\$47,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / COLLEGE FOOTBALL	10/06/12-10/06/12	4	:30	7-57P- SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE					2			2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		10/5/12	
2.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	9:30A- WASHINGTON BUSINESS REPORT						2		2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		10/5/12	
3.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:58A- NEWS-5-GOOD MORNING WASHINGTON @5A				1	1			2	\$700.00	\$1,400.00	WJLA Arlington (WJLA)		10/5/12	
4.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	6A- NEWS-6-GOOD MORNING WASHINGTON @6A				1	1			2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		10/5/12	
5.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	10:58A- ABC-7-THE VIEW				1	1			2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		10/5/12	
6.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				1	1			2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/5/12	
7.0	Normal Line / SPOT	10/08/12-10/09/12	3	:30	4:30A- NEWS-6-GOOD MORNING WASHINGTON @430A				1	1			2	\$200.00	\$400.00	WJLA Arlington (WJLA)		10/5/12	
8.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	7:57P- ABC-DANCING WITH THE STARS						2		2	\$8,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/5/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.

Contract # 198026

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Brand Romney for President (67445)

Sales Office WJLA - Core Team

Buyer Name Kincaid,Stephanie

Phone/Fax (202) 567-6193 /

CPE ROMNEY/US PRESIDENT /ADD 10/6-10/9/12

Account Types Local/Political Candidate Agency

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Comments



WJLA-TV/DT WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209American Rambler Production
138 Conant Street
Beverly, MA 01915

Entered	10/05/12	By Broadcast Month	Oct. 2012	Spots	19	Rate	\$47,800.00
Grand Total:				19			

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0	Normal Line / SPOT	10/09/12-10/09/12	3	:30	6:58P- ABC 7 NEWS				1					1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/5/12
10.0	Normal Line / SPOT	10/08/12-10/09/12	4	:30	6:27P- 7P (EST)					1	1			2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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WJLA Washington

ROMNEY/P/R - add to Est 483

Author: Susan Petro

Proposal ID: 10657
 Schedule Date: 10/06/2012 - 10/09/2012
 Advertiser: ROMNEY/P/R
 Product: Political-Political
 Agency: AMERICAN RAMBLER PRODUCTION
 Spot Length(s): :30
 Market: Washington, DC (Hagrstwn) [8]

Acct. Exec: Susan Petro
 Phone #: 703-236-9606
 Email: spetro@wjla.com
 Web Site: www.wjla.com

Flight Dates: 10/06/2012-10/09/2012

Program Time	SpotLength(s)	DMA			W k	Rate Spots
		OC	OC	P35+ RTG		
WJLA						
GM WASHINGTON 5A-6A	:30	--		p0.7 1.4 \$1,000.00	1	\$700.00 2
GRPs/Impressions				Run Dates: 09/27/2008-12/31/2036		
CPP/CPM						
Mo-Fr 5:00a-6:00a						
GM WASHINGTON 6A-7A	:30	--	2	p1.1 2.2 \$1,272.73	1	\$1,400.00 2
GRPs/Impressions				Run Dates: 09/27/2008-12/31/2036		
CPP/CPM						
Mo-Fr 6:00a-7:00a						
THE VIEW	:30	--	2	p1.8 3.6 \$1,388.89	1	\$2,500.00 2
GRPs/Impressions				Run Dates: 09/27/2008-12/31/2036		
CPP/CPM						
Mo-Fr 11:00a-12:00p						
NEWS 7 @ 5	:30	--		p1.9 3.8 \$1,052.63	1	\$2,000.00 2
GRPs/Impressions				Run Dates: 09/27/2008-12/31/2036		
CPP/CPM						
Mo-Fr 5:00p-6:00p						
WORLD NEWS ADJ	:30	--	2	2.7 5.4 \$1,481.48	1	\$4,000.00 2
GRPs/Impressions				Run Dates: 09/16/2009-12/31/2036		
CPP/CPM						
Mo-Fr 6:27p-6:30p						
JIMMY KIMMEL	:30	--	1	p0.9 0.9 \$777.78	1	\$700.00 1
GRPs/Impressions				Run Dates: 09/27/2008-01/07/2013		
CPP/CPM						
Mo-Fr 12:05a-1:05a						
GM WASHINGTON 430A-5A	:30	--	2	p0.6 1.2 \$333.33	1	\$200.00 2
GRPs/Impressions				Run Dates: 09/03/2010-12/31/2036		
CPP/CPM						
Mo-Fr 4:30a-5:00a						
ABC 7 Battleground VA	:30	--	1	*4.0 4 \$750.00	1	\$3,000.00 1
GRPs/Impressions				Run Dates: 10/09/2012-10/09/2012		
CPP/CPM						
Tue 7:00p-7:30p						
DANCING RESULTS	:30	--		p7.6 15.2 \$1,052.63	1	\$8,000.00 2
GRPs/Impressions				Run Dates: 10/09/2012-12/31/2036		
CPP/CPM						
Tue 8:00p-9:00p						
SATURDAY NIGHT COLLEGE FTBL	:30	2	--	p2.1 4.2 \$1,142.86	1	\$2,400.00 2
GRPs/Impressions				Run Dates: 09/01/2012-11/24/2012		
CPP/CPM						
Sat 8:00p-11:30p						
Washington Business Report	:30	2	--	p0.2 0.4 \$6,000.00	1	\$1,200.00 2
GRPs/Impressions				Run Dates: 01/16/2011-12/31/2036		
CPP/CPM						
Sun 9:30a-10:00a						
ONCE UPON A TIME	:30	1	--	p4.9 4.9 \$4,081.63	1	\$20,000.00 1
GRPs/Impressions				Run Dates: 10/23/2011-12/31/2036		
CPP/CPM						
Sun 8:00p-9:00p						

Note: Asterisk (*) Indicates manual adjustment of estimate.

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10/05/2012 11:30:40 AM

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 Phone #: 703-236-9606
 Email: spetro@wjla.com
 Web Site: www.wjla.com

Flight Dates: 10/06/2012-10/09/2012

Program	SpotLength(s)	DMA			W k	Rate Spots
		OC	OC	P35+		
Time		6	8	RTG		s
WJLA						
666 PARK AVENUE	:30	1	--	p4.3	1	\$6,500.00
GRPs/Impressions				4.3		1
CPP/CPM				\$1,511.63		
Sun 10:00p-11:00p				Run Dates: 09/30/2012-12/31/2036		
WJLA Totals		6	16			\$75,000.00
				GRP/(000)	51.5	Spts: 22
				CPP/CPM:	\$1,456.31	
				Reach:	35.7	
				Frequency:	1.4	
SubTotal	Agency Commission @ 15%					<i>60000</i> <i>47,800</i>
					Approved by:	
Agency Commission @ 15% <u>\$11,250.00</u>						
					Approved by:	